

Message Text

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ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66619

DRAFTED BY COM/BIC/OIM:RLEVINE:SL

APPROVED BY EB/OCA/REP:GPWILSON

EB/CBA/OCA/BR:IAWILLIAMSON

COM/BIC/OIM:RSKELLY ACTG

EB/J:DGBROWN

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R 252106Z SEP 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO

UNCLAS STATE 211526

FOR STRONG

E.O.11652:NA

TAGS: BEXP JA

SUBJECT: CONSUMER GOODS PROMOTION '75 (CGP) SATURATION PROGRAM

REF: T-12151

1. REFTEL T-12151 PARAGRAPH 1 FEES ARE CORRECT. OIM IS NOT REPEAT NOT TREATING THE SLOTS OF CONSUMER GOODS PROMOTION '75 (CGP '75) AS SEPARATE SHOWS. OIM PROCUREMENT AND PROMOTION IS A SINGLE EFFORT WITH PARTICIPATING CLIENTS TO BE ASSIGNED TO TIME FRAME MOST SUITABLE FOR THEIR PRODUCTS. THE OVERSEAS CHARACTER OF THE PROMOTION SHOULD BE A SINGLE SATURATION EFFORT AS DISCUSSED AND AGREED UPON WITH T.C.D. DURING RECENT CONSULTATION.

2. T.C. PROMOTION EFFORTS FOR CGP '75 SHOULD BE DESIGNED TO ATTRACT SELECTED PRIME END-USERS, DEPARTMENT STORE CHAINS, GENERAL RETAILERS, DISTRIBUTORS AND AGENTS AND ALSO INCLUDE THE PLANNED IN-STORE PROMOTIONS OF DAIMARU, HANKYU MATSAZUKAYA AND MARUIMAI DEPARTMENT STORES, AND ANY EXHIBIT EXERCISE THAT USATEX CAN BE PERSUADED TO UNDERTAKE ON ITS UNCLASSIFIED

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OWN AT THAT TIME AT A LOCAL HOTEL. ALTHOUGH LAST 2 EVENTS

ARE BEYOND TRADE CENTER CONTROL BUT NOT INFLUENCE, THE
NORMAL ACCRUAL OF ANY ADVERTISING CAMPAIGNS DERIVED
FROM THE IN-STORE PROMOTIONS AND USATEX EFFORT CAN
ONLY ADVANTAGEOUSLY COMPOUND OR MULTIPLY OVERALL THE
IMPACT OF U.S. CONSUMER GOODS PRESENCE IN THE JAPANESE
MARKET-PLACE AND BECOMES DRAMATICALLY A STRONG PROMOTION
ACTIVITY ON BEHALF OF THE USTC'S DUAL CGP '75 EFFORT.
OIM ENTHUSIASTIC IN SUPPORT OF SATURATION PROMOTION
EFFORT AND HOPE ITS SUCCESS AS A FORMAT WILL LEAD THE
WAY TO DUAL CGP'S AT OTHER TRADE CENTERS. BASED UPON
ABOVE, ADVISE OVERALL PROMOTION CONCEPT FOR CGP '75.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 SEP 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974STATE211526
Document Source: CORE
Document Unique ID: 00
Drafter: RLEVINE:SL
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D740271-0053
From: STATE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740914/aaaaalre.tel
Line Count: 73
Locator: TEXT ON-LINE, ON MICROFILM
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: T-12151
Review Action: RELEASED, APPROVED
Review Authority: martinjw
Review Comment: n/a
Review Content Flags:
Review Date: 26 MAR 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <26 MAR 2002 by maustmc>; APPROVED <04 FEB 2003 by martinjw>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: CONSUMER GOODS PROMOTION '75 (CGP) SATURATION PROGRAM
TAGS: BEXP, JA
To: TOKYO
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005